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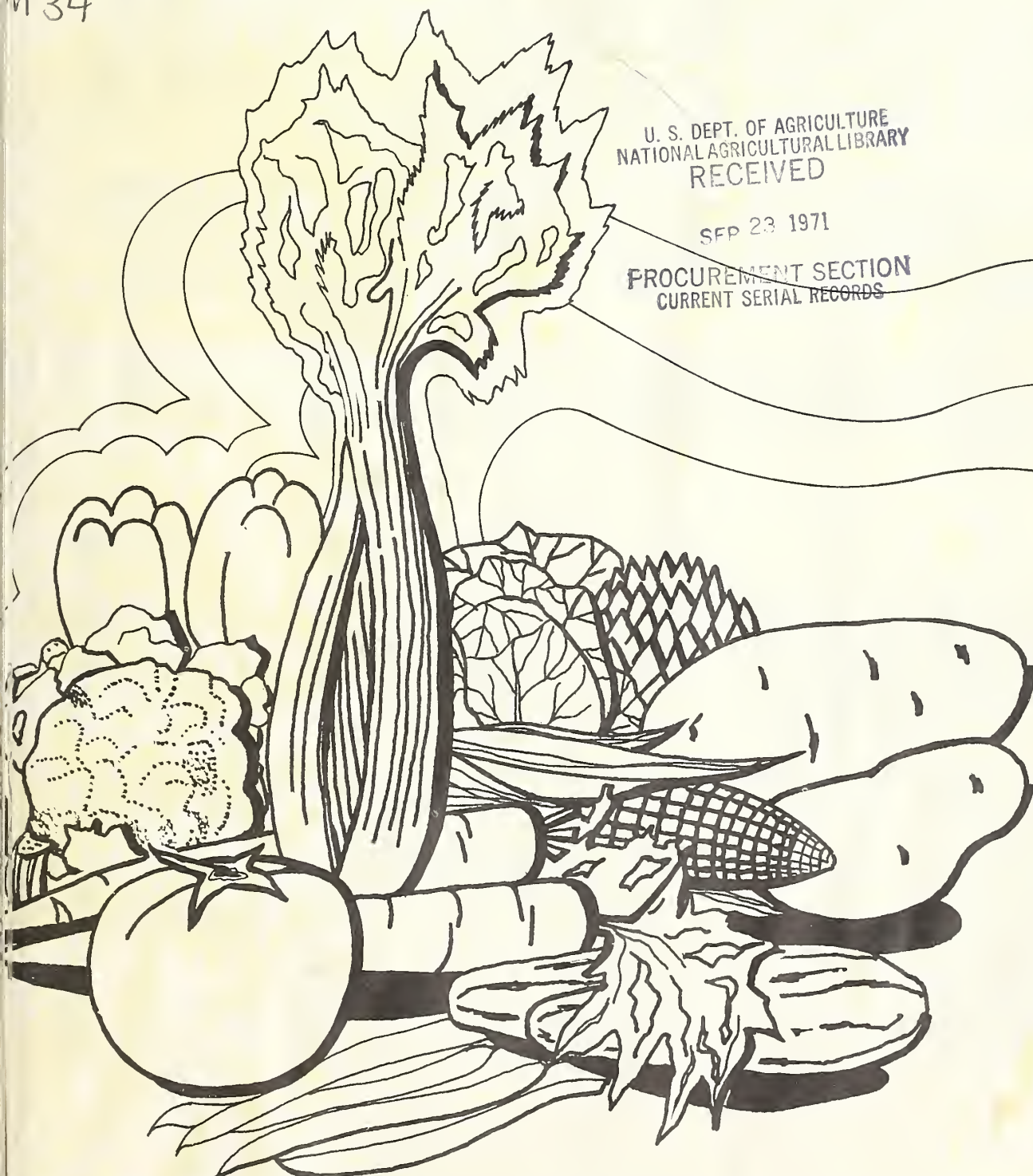
# 1972 ACREAGE MARKETING GUIDES WINTER VEGETABLES AND POTATOES

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## PREFACE

Acreage-marketing guides are prepared each year for the seasonal crops of fresh and processed vegetables, melons, potatoes, and sweetpotatoes. This guide booklet focuses on winter crops of principal fresh vegetables and potatoes that will be marketed largely during January, February and March of 1972.

USDA's Consumer and Marketing Service specialists observe and study supplies and marketings of produce throughout the year. Attention is given to the Market News Branch reports of shipments and prices at shipping points as well as flow of supplies into terminal markets. C&MS specialists also review vegetable reports issued by the Statistical Reporting Service, trade publications, as well as other pertinent data developed by both governmental and trade sources. Consideration is also given to import competition.

On the basis of these studies, guide recommendations have been developed for acreage levels in 1972 which, with average planting loss and average yield, will result in a production of individual commodities that should adequately supply consumer needs. These 1972 recommendations were also reviewed by representatives of several USDA agencies who are familiar with the vegetable industry.

The final recommendations for 1972 crops of winter vegetables and potatoes are presented in this publication. In the past when acreages have been held within the levels recommended by USDA, few marketing difficulties have been encountered.

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# I. 1972 WINTER GUIDE RECOMMENDATIONS

The 1972 total acreage guide recommendation for 10 winter vegetables is 224,700 acres, 3 percent more than the total planted in 1971. With normal acreage abandonment and average yields, the 1972 production would be 36.8 million hundredweight, slightly less than the 1971 aggregate, but 4 percent more than in 1970. In 1972, the respective acreage guides for the 10 principal vegetables range from moderately less celery acreage to 20 percent more acreage for tomatoes. For 1972 winter potatoes, an acreage equal to 1971 is recommended in both California and Florida.

Details by commodities are shown below. Recommendations for individual crops begin on page 16.

Table 1.--Fresh Winter Vegetables and Potatoes: 1972 planted acreage guides and probable production compared with 1971

Commodity	Planted acreage			Production	
	1971		1972	1971	1972
	1971	guide	Percentage change 1/	1971	probable 2/
	1,000 acres	1,000 acres	Percent	1,000 cwt.	1,000 cwt.
Snap beans	13,000	13,000	No change	360	420
Cabbage	45,000	45,000	No change	7,994	7,819
Carrots	28,100	31,600	+12	5,166	5,296
Celery	12,200	11,600	- 5	5,850	5,516
Sweet corn	11,100	11,100	No change	585	622
Escarole	7,400	7,800	+ 5	850	837
Lettuce	78,500	78,500	No change	14,164	13,477
Green Peppers	4,800	5,000	+ 5	323	423
Spinach	8,500	8,500	No change	368	395
Tomatoes	10,500	12,600	+20	1,700	1,972
Potatoes	18,000	18,000	No change	3,088	3,348
Total 3/	219,100	224,700	+ 3	37,360	36,777

1/ 1972 guide compared with 1971.

2/ Computed: Product of 1972 guide acreage, less abandonment, multiplied by the recent average yield per acre.

3/ Excludes potatoes.

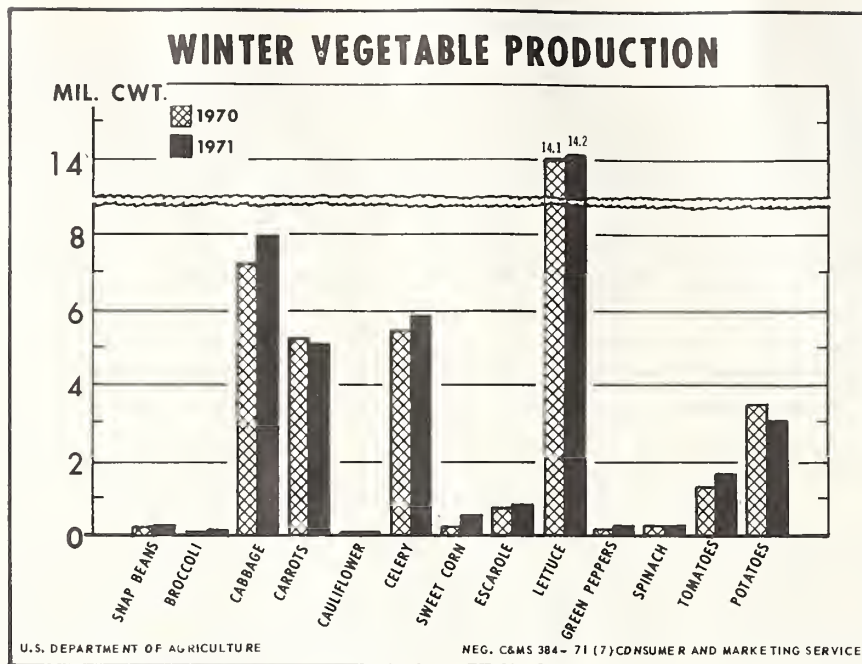


Figure 1

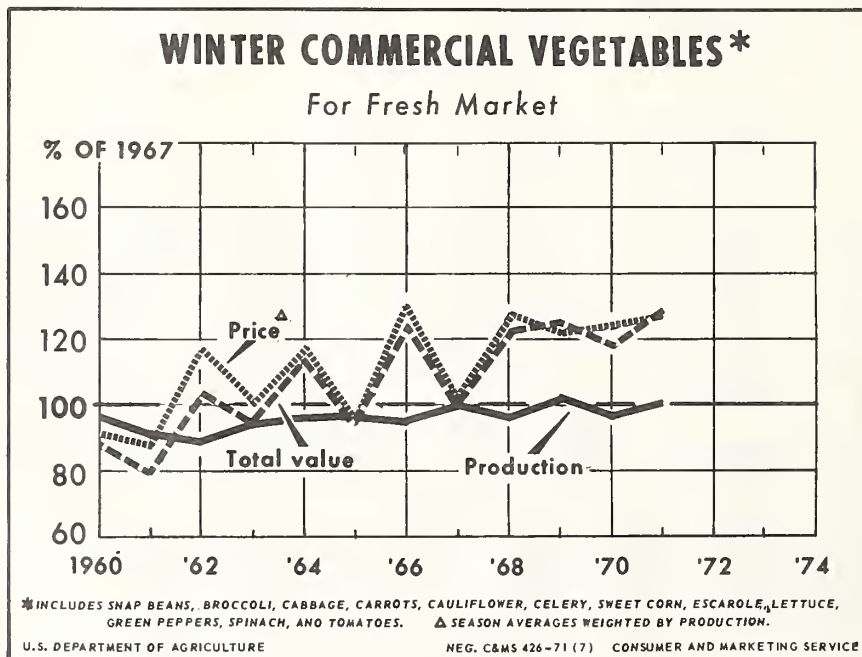


Figure 2

## II. 1971 HIGHLIGHTS - FRESH WINTER VEGETABLES

The 1971 aggregate planted acreage of 10 principal fresh winter vegetables amounted to 219,100 acres, about 8 percent less than in 1970. Although acreage was reduced, the overall average yield ran moderately higher compared with a year earlier. And the 1971 aggregate production totaled 37.4 million hundredweight, 5 percent more than the 35.4 million reported in 1970; the 1969 total was 37.6 million hundredweight. Winter crop details are shown in Figures 1 and 2.

In 1971, growers increased winter plantings of cabbage, celery, green peppers, and spinach. Fewer acres were planted to snap beans, carrots, sweet corn, escarole, lettuce and tomatoes (Table 2). Acreage losses for several Florida crops were relatively heavy; light to moderate losses were reported in Arizona and Texas.

Cold, dry weather limited winter vegetable output in Florida. South Texas was extremely dry, and frequent irrigation of crops was necessary. In southern California, however, rainfall was above normal.

Output of 1971 winter lettuce, the leading crop in tonnage, was slightly higher than in 1970. Cabbage production was up a tenth, and celery, 7 percent. The production of carrots was down slightly. Florida's 1971 winter production of snap beans, escarole, sweet corn, green peppers, and tomatoes, respectively, showed sharp gains compared with 1970 when winter freezes were more severe. Winter season imports of fresh vegetables including cucumbers, green peppers and tomatoes, were relatively high. Lettuce, celery, and cabbage export volume was also substantial.

Shipping point prices for winter vegetables (Table 3) ranged from low for cabbage and celery to high for carrots, escarole and spinach. Also, prices for lettuce, green peppers and tomatoes were generally strong. Heavy supplies of storage cabbage in the North limited demand for new-crop cabbage. And a record crop of winter celery pressured prices. Lettuce prices were weak at times but a delay in the spring crop resulted in a firmer tone in the late winter. As usual, lettuce and fresh tomato prices ranged widely. Also, winter vegetable prices were generally lower in the early winter due to overlap in supplies from late fall harvests. Although not directly competitive, 1971 winter supplies of processed vegetables were smaller than in 1970.

The total shipping point value of the 10 winter vegetables amounted to \$217 million dollars, up 9 percent from the 1970 aggregate of \$199 million. The aggregate value of Arizona's 1971 selected vegetable supplies was 31 percent above 1970; the Florida crop value climbed 20 percent (Table 4). Value in California was slightly above that in 1970, but in Texas, value was down 5 percent.

Winter potato acreage showed a further reduction in 1971. Yields in both California and Florida were down, and their combined production was 14 percent less than in 1970. The small Florida crop returned a relatively high average price. Competition from heavy supplies of western storage potatoes checked prices received for California's winter potatoes.



Table 2.--Principal Winter Vegetables, Fresh: Acreage and production, 1970 and 1971

Commodity	Acreage				Production	
	Planted		Harvested			
	1970	1971	1970	1971	1970	1971
	Acres		Acres		1,000 cwt.	
Snap beans	15,200	13,000	13,000	12,000	286	360
Cabbage	42,550	45,000	41,050	43,800	7,254	7,994
Carrots	35,600	28,100	34,600	27,600	5,257	5,166
Celery	10,900	12,200	10,900	11,800	5,477	5,850
Sweet corn	12,800	11,100	9,000	9,000	324	585
Escarole	8,100	7,400	6,600	6,800	792	850
Lettuce	86,100	78,500	81,500	75,900	14,065	14,164
Green peppers	4,400	4,800	3,300	4,300	224	323
Spinach	7,900	8,500	7,200	7,800	368	368
Tomatoes	12,100	10,500	11,400	10,000	1,368	1,700
Potatoes	19,500	18,000	18,800	18,000	3,582	3,088
Total <u>1/</u>	238,650	219,100	218,550	209,000	35,415	37,360

Note: Commodities included are those for which guides are issued.

1/ Excludes potatoes.

Table 3.--Principal Winter Vegetables, Fresh: Price and value, 1970 and 1971

Commodity	Shipping point price - average			Value		
			Percentage:			Percentage:
	1970	1971	change	1970	1971	change
	Dollars per cwt.		1971	1,000 dollars		1971
Snap beans	19.60	17.60	-10	5,606	6,336	+13
Cabbage	5.48	3.78	-31	39,782	30,228	-24
Carrots	4.73	5.58	+18	24,866	28,813	+16
Celery	5.75	3.80	-34	31,497	22,235	-29
Sweet corn	10.50	8.85	-16	3,402	5,177	+52
Escarole	6.89	10.20	+48	5,457	8,670	+59
Lettuce	4.40	5.37	+22	61,826	76,113	+23
Green peppers	25.30	17.80	-30	5,667	5,749	+1
Spinach	11.60	14.00	+21	4,285	5,164	+21
Tomatoes	12.00	16.80	+40	16,416	28,560	+74
Total	---	---	---	198,804	217,045	+9



Table 4.--Fresh Vegetables, Winter: Production and value, by States,  
1970 and 1971, and percentage change in 1971 compared with 1970

State, Commodity	Production			Value		
	:Percentage:			:Percentage:		
	1970	1971	change,	1970	1971	change,
	: 1,000 cwt.	: 1,000 cwt.	: 1971	: \$1,000	: \$1,000	: 1971
	<u>1,000 cwt.</u>	<u>1,000 cwt.</u>	<u>Percent</u>	<u>\$1,000</u>	<u>\$1,000</u>	<u>Percent</u>
<b>Arizona:</b>						
Cabbage	210	210	0	1,178	848	-28
Lettuce	2,958	3,588	+21	14,672	19,913	+36
Total	3,168	3,798	+20	15,850	20,761	+31
<b>California:</b>						
Cabbage	1,081	841	-22	5,610	2,666	-52
Carrots	1,944	2,166	+11	10,090	13,321	+32
Celery	2,730	2,797	+ 2	15,564	9,901	-36
Lettuce	10,027	9,225	- 8	41,311	46,586	+13
Spinach	182	173	- 5	2,220	2,785	+25
Total	15,964	15,202	- 5	74,795	75,259	+ 1
<b>Florida:</b>						
Snap Beans	286	360	+26	5,606	6,336	+13
Cabbage	2,923	3,560	+22	15,927	14,169	-11
Celery	2,747	3,053	+11	15,933	12,334	-23
Sweet Corn	324	585	+81	3,402	5,177	+52
Escarole	792	850	+ 7	5,457	8,670	+59
Lettuce	392	451	+15	2,995	5,006	+67
Green Peppers	224	323	+44	5,667	5,749	+ 1
Tomatoes	1,368	1,700	+24	16,416	28,560	+74
Total	9,056	10,882	+20	71,403	86,001	+20
<b>Texas:</b>						
Cabbage	3,040	3,383	+11	17,067	12,545	-26
Carrots	3,313	3,000	- 9	14,776	15,492	+ 5
Lettuce	688	900	+31	2,848	4,608	+62
Spinach	186	195	+ 5	2,065	2,379	+15
Total	7,227	7,478	+ 3	36,756	35,024	- 5
Total Winter	35,415	37,360	+ 5	198,804	217,045	+ 9

Note: Commodities included are those for which guides are issued.

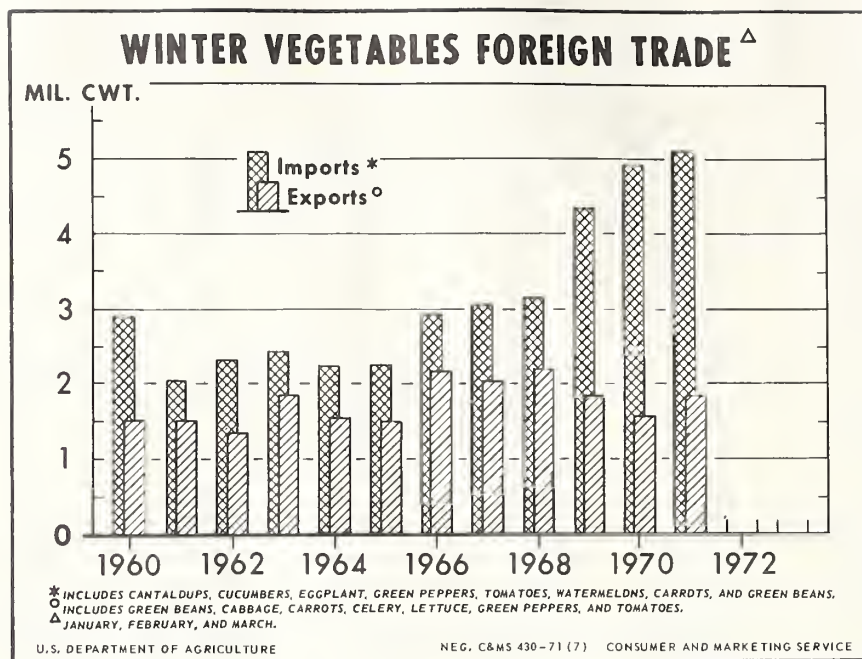


Figure 3

### III. FRESH VEGETABLES - FOREIGN TRADE

Import volume of fresh produce during the winter has trended upward since 1965 (Figure 3). The bulk of the imports consists of fresh tomatoes and cucumbers originating in Mexico. In 1970/71, cucumber and green pepper volume from Mexico increased sharply compared with the previous season (Table 5), but adverse weather in the winter of 1971 limited Mexican tomato production and the subsequent volume shipped to the United States.

The U.S. exports of lettuce and celery were substantial in the six months ending April 1971 (Table 6). Canada is the most important outlet for U.S. exports of fresh vegetables. About half of the increase in 1970/71 total export volume reflected more lettuce shipped to Canadian cities. Although down sharply from a year earlier, about three-fifths of the total celery exports moved to Canada. Cabbage shipments to Canada were about equal to those of a year earlier. However, Canada shipped fewer potatoes to the United States (Table 7).

Exports of winter vegetables to other countries ranged widely. Sales of U.S. lettuce in Sweden and the Netherlands increased significantly. Also, the movement of celery to Sweden exceeded that in 1969/70, as did shipments to Jamaica; cabbage shipments to Jamaica were about three times as large as the small volume a year earlier. However, there was a sharp reduction in 1970/71 exports of cabbage to the Netherlands. The Caribbean area is a small but expanding outlet for several fresh winter vegetables.

(Continued on page 10)

Table 5.--Fresh Vegetables and Melons: Imports, selected months,  
1970/71 with comparisons

Commodity and country of origin	1970		1971				Total 6 months	
	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	1970/71	1969/70
	1,000 hundredweight							
<u>Green Peppers</u>								
Mexico	7	57	121	248	154	106	693	518
Other	<u>3</u>	<u>4</u>	<u>3</u>	<u>5</u>	<u>6</u>	<u>6</u>	<u>27</u>	<u>34</u>
Total	10	61	124	253	160	112	720	553
<u>Eggplant</u>								
Mexico	1	28	37	68	40	23	197	200
Other	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>1</u>
Total	1	28	37	68	40	23	197	201
<u>Tomatoes</u>								
Mexico	75	306	585	1,205	878	1,209	4,258	4,809
Other	<u>1</u>	<u>1</u>	<u>3</u>	<u>6</u>	<u>3</u>	<u>12</u>	<u>26</u>	<u>40</u>
Total	75	307	588	1,211	882	1,221	4,284	4,849
<u>Cucumbers</u>								
Mexico	2	290	315	459	214	227	1,507	1,087
Bahamas	-	-	-	-	3	10	13	46
British Honduras	-	-	26	23	19	20	88	94
Dom. Republic	-	-	1	2	-	-	3	2
Jamaica	-	-	1	1	2	2	6	42
Canada	-	-	-	-	1	8	9	6
Other	<u>-</u>	<u>-</u>	<u>-</u>	<u>5</u>	<u>8</u>	<u>1</u>	<u>14</u>	<u>8</u>
Total	2	290	343	490	247	268	1,640	1,284
<u>Cantaloups</u>								
Mexico	-	1	-	1	294	493	789	615
Other	<u>-</u>	<u>-</u>	<u>2</u>	<u>6</u>	<u>9</u>	<u>4</u>	<u>21</u>	<u>8</u>
Total	-	1	2	7	304	498	812	623
<u>Watermelons</u>								
Mexico	1	5	25	67	182	312	592	401
Other	<u>-</u>	<u>-</u>	<u>2</u>	<u>5</u>	<u>5</u>	<u>4</u>	<u>16</u>	<u>13</u>
Total	1	5	28	71	187	316	608	414
<u>Carrots</u>								
Canada	136	76	61	28	18	7	326	258
Mexico	3	23	6	-	-	2	34	11
Other	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>1</u>
Total	138	99	68	28	18	8	359	270
<u>Green Beans</u>								
Mexico	-	16	26	26	22	17	107	120
Other	<u>1</u>	<u>2</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>1</u>	<u>4</u>	<u>*</u>
Total	1	18	26	26	22	17	110	120

Note: Monthly data may not add to total due to rounding. \* Less than 1,000 cwt.

Source: Bureau of the Census, U. S. Department of Commerce.

As usual, the export volume of winter fresh vegetables in 1971/72 will depend to a considerable extent on delivered price levels, transit time and the availability of fresh supplies in foreign countries. In 1971/72, the aggregate import volume of fresh produce is likely to at least match the 1970/71 total. Also, the aggregate import volume of fresh produce is expected to exceed exports.

Table 6.--Fresh Vegetables: Exports, selected months, 1970/71 with comparisons

Commodity	1970		1971				Total 6 months	
	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	1970/71	1969/70
<u>1,000 hundredweight</u>								
Lettuce	258	308	270	311	357	331	1,835	1,734
Celery	68	109	129	97	159	172	734	721
Carrots	3	20	19	26	71	101	240	263
Cabbage	4	25	39	77	162	141	448	456
Peppers	15	17	10	3	3	12	60	60
Tomatoes	93	100	57	30	24	54	358	227
Beans, Green	5	4	6	4	8	10	37	38

Note: Monthly data may not add to total due to rounding.

Source: Bureau of the Census, U. S. Department of Commerce.

Table 7.--Fresh Potatoes and Dry Onions: Exports and imports, selected months, 1970/71 with comparisons

Commodity	1970		1971				Total 6 months	
	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	1970/71	1969/70
<u>1,000 hundredweight</u>								
<u>Potatoes:</u>								
Exports	46	59	80	71	163	137	556	584
Imports	91	249	79	182	149	163	913	1,502
<u>Onions:</u>								
Exports	103	179	174	115	117	186	874	581
Imports	27	40	75	103	118	49	412	744

Note: Monthly data may not add to total due to rounding.

Source: Bureau of the Census, U. S. Department of Commerce.



#### IV. PROCESSED VEGETABLES

Supplies of principal canned and frozen vegetables in the winter of 1971 showed an improved balance compared with those in the prior two seasons. As a result, the 1970/71 wholesale prices for principal processed vegetables, except canned tomatoes, were somewhat higher than those reported a year earlier. For several commodities, higher prices resulted in reduced disappearance. Nevertheless, 1971 carryover of most processed vegetables ranged from light to moderate.

As of July 1971, canners' aggregate stocks of green beans, sweet corn, green peas 1/ and canned tomatoes amounted to 30.3 million cases, basis 24/303's. This was 19 percent less than the year-earlier total of 37.2 million cases, and 36 percent less than the 47.7 million reported as of July 1969.

At the end of June 1971, aggregate frozen stocks of lima beans, snap beans, sweet corn, green peas and spinach amounted to 415 million pounds. This was 25 percent less than the June 1970 total of 552 million pounds, and 30 percent less than the 595 million pounds reported on June 30, 1969.

Although processed supplies tightened considerably, the 1971 vegetable acreage for processing, except that for tomatoes, was not increased significantly. According to the Crop Reporting Board, the 1971 aggregate planted acreage of 8 principal vegetables for processing is 1.6 million acres, 2 percent more than in 1970 but 5 percent less than in 1969. The 1971 tomato acreage for processing is indicated to be 7 percent more than last season.

The 1971 indicated production of vegetable crops for processing compared with 1970 includes increases of 11 percent for green peas, 7 percent for tomatoes and 4 percent for sweet corn. The snap bean tonnage, however, is 5 percent less. And the combined winter and spring crops of spinach totaled slightly less. Additional details on processed vegetables are shown on pages 12 and 13.

1/ Green pea stocks basis June 1 report.

Table 8.--Selected Vegetables, Canned and Frozen: Supply and disappearance, winter 1968, 1969, 1970, and 1971

Commodity	: Total Supply, January 1 : Disappearance* Jan. 1 - Mar. 31				
	: 1968	: 1969	: 1970	: 1971	: 1968 : 1969 : 1970 : 1971
<u>Million cases (basis 24/303's)</u>					
<u>Canned Vegetables 1/</u>					
Lima Beans	3.3	3.7	3.9	3.2	2/ 1.0 2/ .9 1.1 2/ 1.2
Snap Beans	35.3	40.0	38.0	35.2	11.8 12.7 14.2 13.9
Beets 3/	7.8	11.5	10.8	10.0	2.9 3.5 3.4 3.0
Carrots 3/	4.8	4.6	4.6	4.2	1.5 1.4 1.3 1.3
Corn, Sweet	32.4	44.3	42.8	40.1	12.3 15.1 15.5 14.8
Peas, Green	24.2	25.4	23.4	20.1	8.8 8.7 8.9 8.5
Spinach 3/	3.3	N.A.	N.A.	2.9	4/ 1.4 N.A. 1.4
Tomatoes	25.1	N.A.	N.A.	29.8	8.8 N.A. N.A. 9.8
<u>Frozen Vegetables</u>					
<u>Million pounds</u>					
Lima Beans	121.6	134.2	144.6	109.5	32.7 30.9 35.6 29.6
Snap Beans	174.1	178.1	161.6	142.6	61.2 58.0 61.6 58.8
Broccoli	63.6	72.6	51.5	63.4	4/ 3.1 4/ 14.9 4/ 18.2
Cauliflower	28.2	39.4	45.6	39.9	9.2 13.6 16.9 19.3
Corn, Sweet	230.3	291.2	321.6	238.8	85.8 88.2 109.1 91.6
Peas, Green	267.4	276.6	278.0	238.8	103.4 97.9 103.9 92.8
Spinach	61.2	69.7	36.9	40.2	4/ 18.4 4/ 27.9 4/ 16.4 4/ 15.6

N.A. - Not available. \* Disappearance or decrease in holdings.

1/ Includes canners' and distributors' stocks.

2/ Estimated by interpolation.

3/ Disappearance estimated from reports of canners' shipments.

4/ January 1 to March 1; new pack included in March holdings.

Source: National Canners Association; Bureau of the Census, U.S. Department of Commerce; and Statistical Reporting Service, USDA.

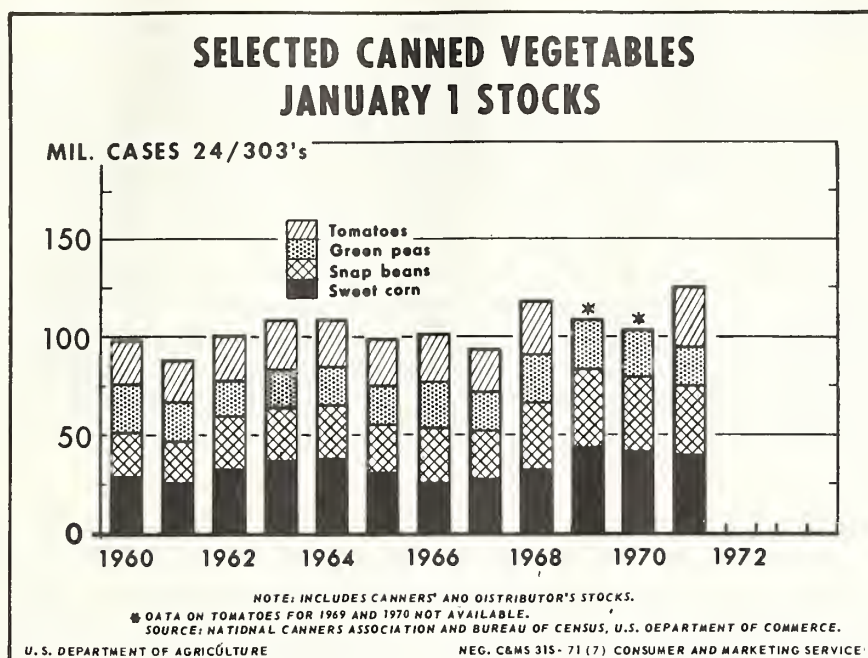


Figure 4

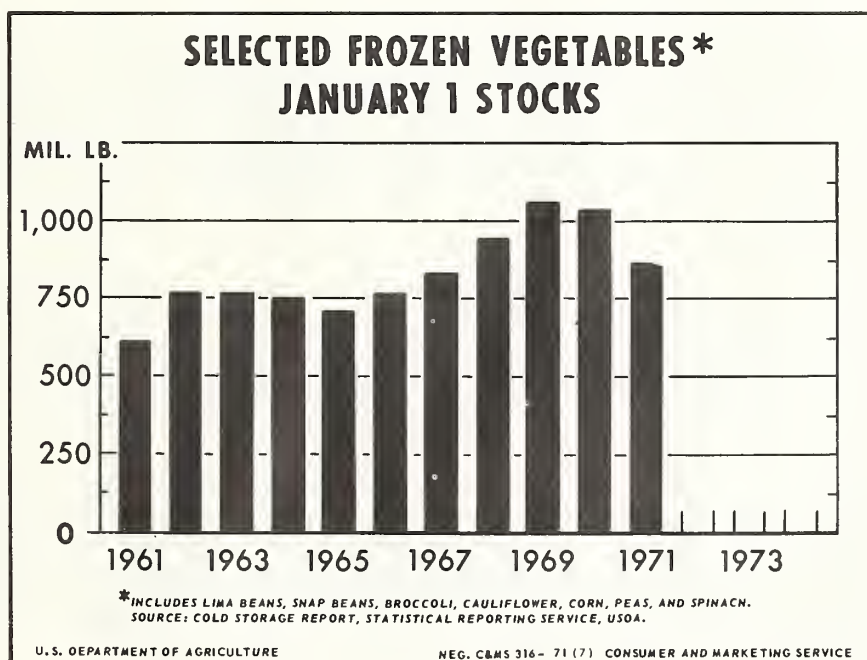


Figure 5



## V. GENERAL ECONOMIC ACTIVITY

The Nation's economic activity continues to progress. Output and sales are picking up, housing is strong, and price increases have begun to slow. However, investment is sluggish and unemployment problems still persist. Rising interest rates and a mixed corporate profit picture are holding down gains in capital spending.

Gross national product (GNP)--the Nation's most comprehensive measure of economic activity--rose about \$20 billion during April-June 1971 to a seasonally adjusted annual rate of more than \$1,040 billion according to preliminary data. Real output moved forward about 3 1/2%; rising prices accounted for the rest of the increase. The second quarter GNP advance was smaller than the January-March surge, due in part to the first quarter recovery from depressed levels late in 1970 that reflected the auto strike.

On August 15, 1971, President Nixon announced a New Economic Policy for the United States; its targets are unemployment, inflation, and international speculation. The policy includes a 90-day freeze on prices and wages, a freeze on rents, and a temporary surcharge of 10 percent on imports. In addition, there are requests to Congress to repeal the 7 percent excise tax on automobiles, and to advance to January 1, 1972, the \$50 increase in personal tax exemptions. Cuts in Federal spending are planned, and the convertibility of the dollar into gold is suspended temporarily.

## VI. DEMAND FOR VEGETABLES

Consumer requirements for fresh produce next winter should at least match that absorbed last winter. Demand for fresh produce should be sustained because consumer incomes are expected to average higher, and population growth will continue. At the same time, the total import volume of fresh vegetables will likely increase. Although not directly competitive, the supply of processed vegetables next winter is expected to be about equal to the moderate volume reported last winter.

The productive capacity of the fresh vegetable industry continues at a high level; the potential for production in excess of market needs is ever present. Growers, however, are faced with rising costs and growing import competition. The index of farm costs - production, interest rates, taxes and wage rates - reached 115 in 1970 compared with the 1967 base of 100.

Recent data indicate a further widening in the difference between domestic and foreign agricultural production costs. In recent years, unit production costs for domestic producers have advanced at a much faster rate than those indicated for foreign producers shipping vegetables to U.S. markets. The competitive advantage to foreign vegetable growers is due largely to relatively low wage rates.

Growers are concerned with rising production costs. At the same time, consumers are extremely sensitive to changes in produce prices. Most consumer goods are produced indoors. Weather is no problem. Fresh produce supplies and prices respond to weather patterns: a long dry spell, a sudden freeze or hailstorm can damage or destroy whole crops. Smaller supplies can mean higher



retail prices. Additionally, about one-third of the dollar spent for produce goes to the farmer, and the remainder covers marketing charges.

The total market for fresh and processed vegetables has shown an uptrend. In the 1960's, there was some shift in consumer demand from fresh to processed vegetables (see table below). In the early 1970's, moderate gains are expected in the aggregate per capita use of frozen and canned vegetables. At the same time, aggregate use of fresh vegetables is expected to decline somewhat.

Year	: Total per capita use, : fresh and processed	: Fresh : use	: Total	Processed	
				: Canned	: Frozen
	<u>Pounds</u>	<u>Pounds</u>	<u>Pounds</u>	<u>Pounds</u>	<u>Pounds</u>
1960	202.4	105.8	96.6	81.7	14.9
1969	213.9	98.1	115.8	96.3	19.5
1970 prel.	210.4	98.7	111.7	92.0	19.7

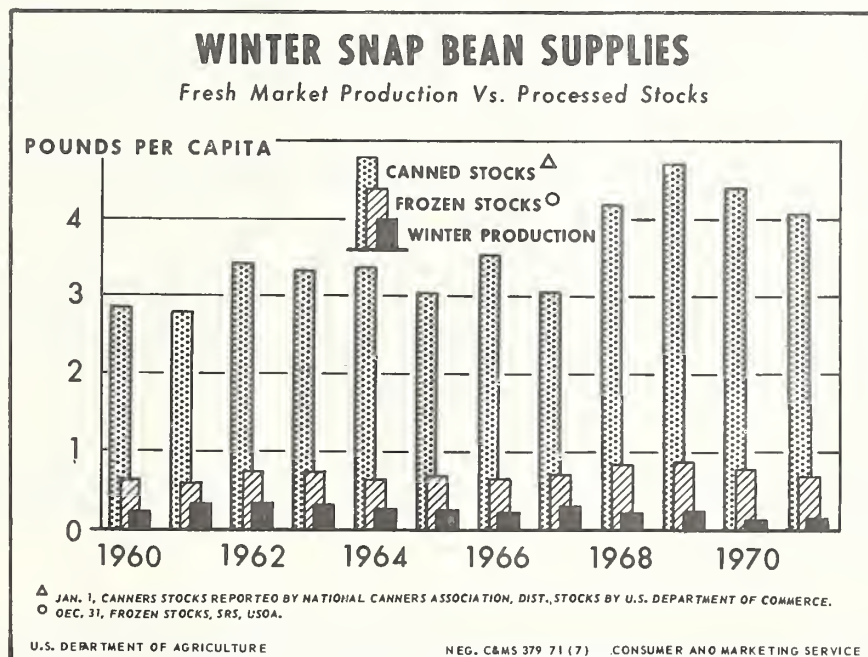


Figure 6

1972 Acreage-Marketing Guides  
Winter Vegetables for Fresh Market

Snap Beans  
(Florida)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value	
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
<u>1972 Acreage Guide and probable production</u> (planted acreage equal to 1971)						
	13,000	1/ 34	420			
<u>Background statistics</u>						
1971	13,000	12,000	30	360	17.60	6,336
1970	15,200	13,000	22	286	19.60	5,606
1969	15,600	15,300	37	566	13.10	7,415
1968	15,200	14,900	33	492	15.20	7,478
1967	17,200	17,000	36	612	12.70	7,772

1/ 1967-71 average yield (excludes 1970).

Comments

Although adverse January weather sharply reduced output, 1971 winter snap bean production in Florida was a fourth more than a year earlier.

The Florida harvest was active through mid-January. Generally adequate supplies of round-type beans moved from the Pompano area, and volume supplies of pole beans were shipped from Dade County. Because of the freeze, shipments declined abruptly during the third week of January, with a further decline in mid-February. Shipments increased to moderate levels in early March.

Winter snap bean imports from Mexico failed to match the 1970 winter total. Compared with last year, volume was especially light during March as cold weather also restricted output in Mexico.

Prices at Florida shipping points responded sharply to the supply decrease. By mid-February, returns for round types, at close to \$10.00 per bushel hamper or crate, were more than double the moderate level in early January. The relatively high season average price combined with a larger output resulted in a total crop value substantially more than in 1970.

The potential market for fresh market snap beans is restricted by competing canned and frozen supplies (Figure 6). Despite this limitation, there should be adequate market outlets in 1972 for the production from a winter acreage equal to 1971.

1972 Guide

The 1972 guide is a planted acreage equal to 1971. Such an acreage, with normal abandonment and an average yield, will result in a production 17 percent more than in 1971.

1972 Acreage-Marketing Guides  
Winter Vegetables for Fresh Market

Cabbage

(Arizona, Florida, California and Texas)

Year	Acreage		Yield	Production	Price	Value
	Planted	For harvest	per acre	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
	(Acres)		(Cwt.)			
<u>1972 Acreage Guide and probable production</u>						
(planted acreage equal to 1971	45,000		1/ 181	7,819		
<u>Background statistics</u>						
1971	45,000	43,800	183	7,994	3.78	30,228
1970	42,800	41,300	176	7,254	5.48	39,782
1969	47,000	44,500	171	7,608	3.21	24,419
1968	39,500	37,600	202	7,611	3.44	26,212
1967	43,800	41,100	173	7,124	3.33	23,726

1/ 1967-71 average yield.

Comments

The total winter cabbage production in 1971 was a tenth more than the moderate 1970 output and the largest on record. Increased plantings in Florida and Texas combined with good yields in those States accounted for the large production gain (Figure 7).

Florida's production was up sharply compared with the light 1970 output. Florida shipments peaked in mid-January and in early March (Figure 8).

Texas production was about a tenth more than the large 1970 crop. Shipments moved from South Texas in volume during January and February and peaked in early March. Largely because of adverse weather, winter shipments from California were less than in 1970. Also, the small Arizona crop was damaged by freezing temperatures in early January.

Heavy storage holdings in New York further increased winter supplies. And although markets strengthened temporarily in midwinter, prices were well below the high levels which prevailed in 1970.

In 1972, total plantings equal to 1971, assuming an average yield, would provide an adequate winter cabbage supply.

1972 Guide

The 1972 guide is a planted acreage equal to 1971. Such an acreage, with normal abandonment and a 1967-71 average yield, will result in a production 2 percent less than in 1971.



1972 Acreage-Marketing Guides  
Winter Vegetables for Fresh Market

Carrots  
(Texas and California)

Year	: <u>Acreage</u> :	Yield :	:	:	:
	: <u>Planted:For harvest:</u> :	per acre :	Production:	Price :	Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1972 Acreage Guide and  
probable production

(see guide below)      31,600      1/ 174      5,296

Background statistics

1971	28,100	27,600	187	5,166	5.58	28,813
1970	35,600	34,600	152	5,257	4.73	24,866
1969	37,600	36,600	165	6,048	4.41	26,653
1968	27,900	26,200	201	5,263	6.19	32,562
1967	39,100	38,100	146	5,544	3.96	21,931

1/ 1968-71 average yields by States.

Comments

The 1971 winter carrot production was slightly less than the moderate 1970 output (Figure 9). Texas plantings were down a fourth from a year earlier and despite a higher average yield, production was nearly a tenth smaller. In California, however, a high yield more than offset a moderate acreage reduction.

In contrast with the previous season when shipments bunched, harvest timing was generally favorable in 1970/71. In January, moderate shipments moved from the Lower Rio Grande Valley and Winter Garden areas of Texas (Figure 10). In addition, the gradual increase in Texas shipments to peak levels in late March coincided with a decrease in southern California supplies. Although still a minor source, Florida shipped a substantially larger volume than in prior years. Arizona also furnished some winter supplies.

Carrot prices were generally firm throughout the winter. This resulted in a total crop value much higher than in 1969 and 1970.

Assuming average yield in 1972, a moderate increase in plantings will be required to furnish adequate supplies.

1972 Guide

The 1972 guide is a planted acreage 15 percent more than in 1971 in Texas and 5 percent more than in 1971 in California. Such an acreage, with normal abandonment and 1968-71 average yields by States, will result in a production 3 percent more than in 1971.



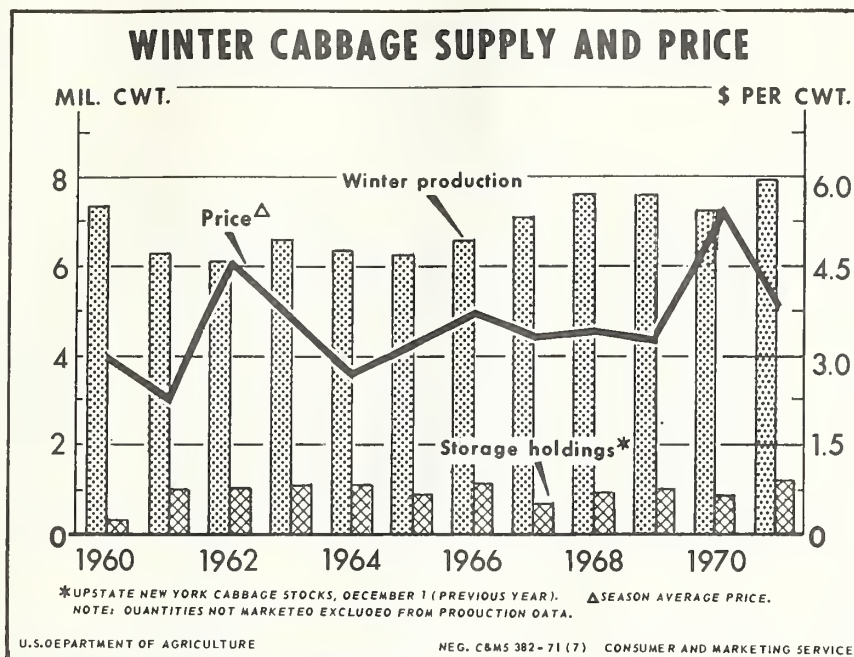


Figure 7

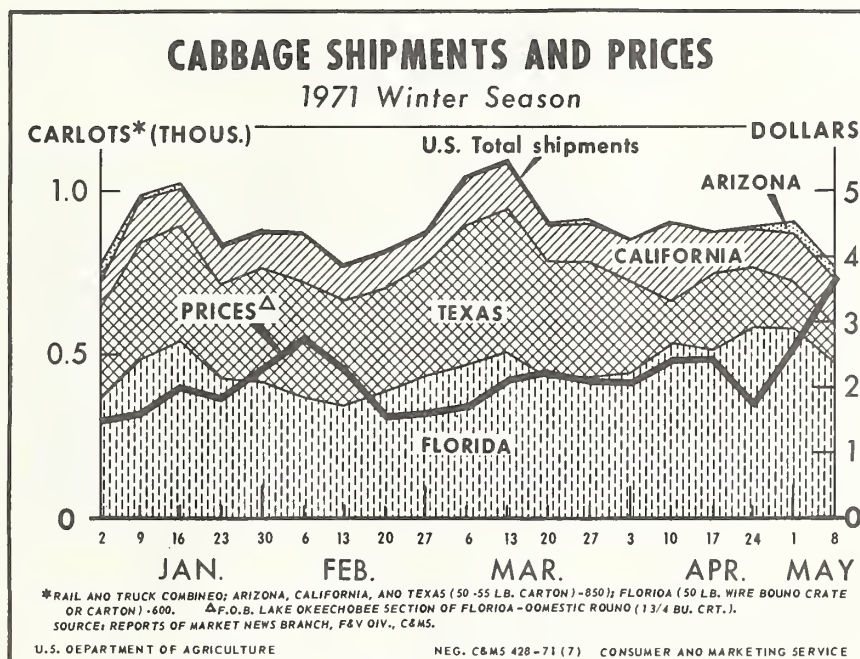


Figure 8

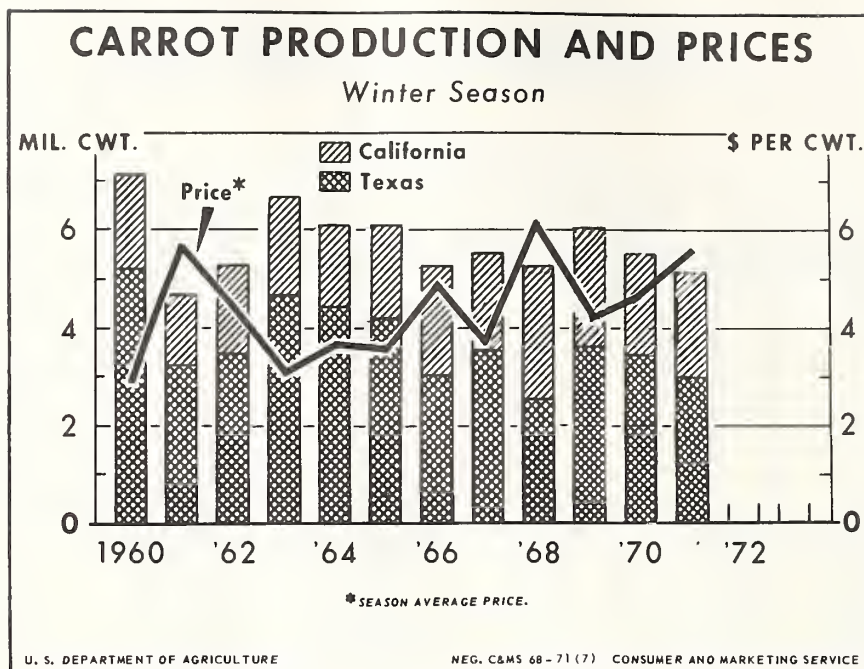


Figure 9

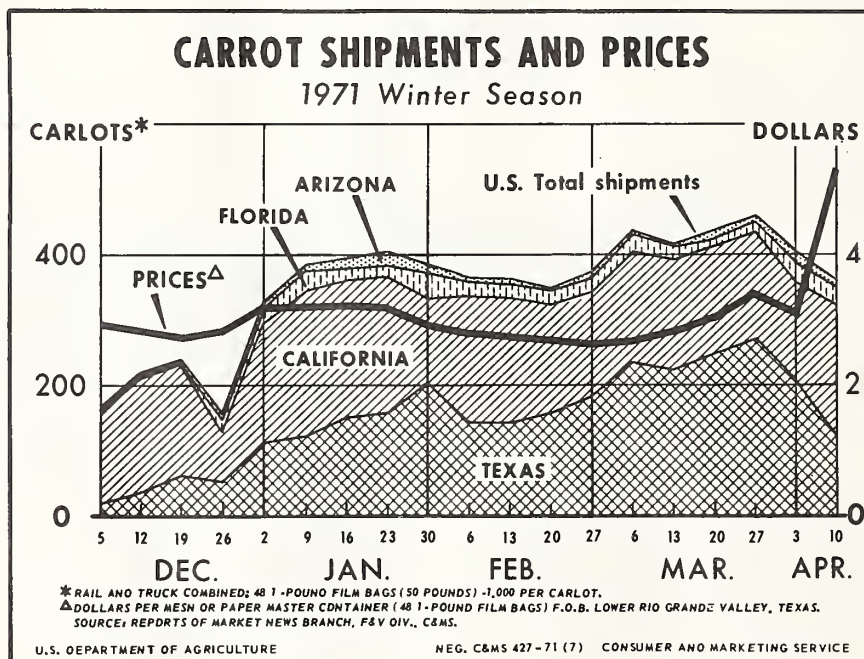


Figure 10

1972 Acreage-Marketing Guides  
Winter Vegetables for Fresh Market

Celery  
(California and Florida)

Year	: Acreage :	Yield :	:	:
	: Planted: For harvest:	per acre	: Production:	Price : Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.))

1972 Acreage Guide and probable production

(planted acreage 5 percent less than in 1971)    11,600                      1/ 488                      5,516

Background statistics

1971	12,200	11,800	496	2/ 5,850	3.80	22,235
1970	10,900	10,900	502	5,477	5.75	31,497
1969	11,500	11,500	478	5,493	4.50	24,736
1968	10,800	10,600	475	2/ 5,036	4.87	24,537
1967	11,200	11,100	447	2/ 4,958	4.84	23,980

1/ 1968-71 average yield by States. 2/ Excludes the following quantities not harvested or not marketed because of economic conditions, (000 cwt.): 1971, Florida, 90; 1968, Florida, 94; 1967, Florida, 422; 1967, California, 215.

Comments

Both California and Florida stepped up winter celery acreage in 1971, and each State reported large crops. The combined output was 7 percent more than in 1970 (Figure 11).

Celery supplies were heavy throughout the winter. In California, growers curtailed harvest from time to time. Also, late fall crop shipments from California's Salinas Valley continued into January 1971, overlapping those from southern California producing areas.

In spite of adverse weather, winter celery yield in Florida was high. Volume from the Lake Okeechobee area peaked in late December and continued substantial thereafter. Harvest in Florida's Sanford-Oviedo-Zellwood Districts was active by early February.

Shipping point prices ranged mostly from \$2.00 to \$2.50 per crate, although California's price showed a temporary dip to \$1.75. The 1971 total crop value was well below the 1970 record.

In 1972, a moderately smaller acreage can be expected to furnish adequate supplies for the relatively static celery market.

1972 Guide

The 1972 guide is a planted acreage 5 percent less than in 1971. Such an acreage, with normal abandonment in Florida, and 1968-71 average yield by States, will result in a production 6 percent less than in 1971.



1972 Acreage-Marketing Guides  
Winter Vegetables for Fresh Market

Sweet Corn

(Florida)

Year	: Acreage :		Yield	:	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price	: Value	
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per	(\$1,000	cwt.)
1972 Acreage Guide and probable production (planted acreage equal to 1971)	11,100		<u>1</u> / 70	622			
<u>Background statistics</u>							
1971	11,100	9,000	65	<u>2</u> / 585	8.85	5,177	
1970	12,800	9,000	36	324	10.50	3,402	
1969	12,700	9,000	75	675	8.55	5,771	
1968	9,200	9,000	70	630	8.20	5,166	
1967	13,000	11,000	70	777	7.10	5,517	

1/ 1969 and 1971 average yield.

2/ Excludes 60,000 cwt. not marketed because of economic conditions.

Comments

January and February freezes resulted in an extensive loss in 1971 winter sweet corn acreage in south Florida. Total output, however, was much above that in 1970 when adverse weather was even more severe (Figure 12).

Shipments from the Everglades and coastal areas were in volume in December. Marketings were relatively heavy during most of January. Because of the January freeze, supplies declined to minimal levels during February, and then increased gradually in March.

Shipping point prices were quite low prior to the freeze but moved up sharply thereafter. Growers had few supplies for sale during high-price periods. Late in March when harvest bunched, prices again dropped sharply.

In 1972, assuming normal harvest timing, markets should absorb at least the production from an equal acreage.

1972 Guide

The 1972 guide is a planted acreage equal to 1971. Such an acreage, with normal abandonment and an average yield, will result in a production 6 percent more than in 1971.



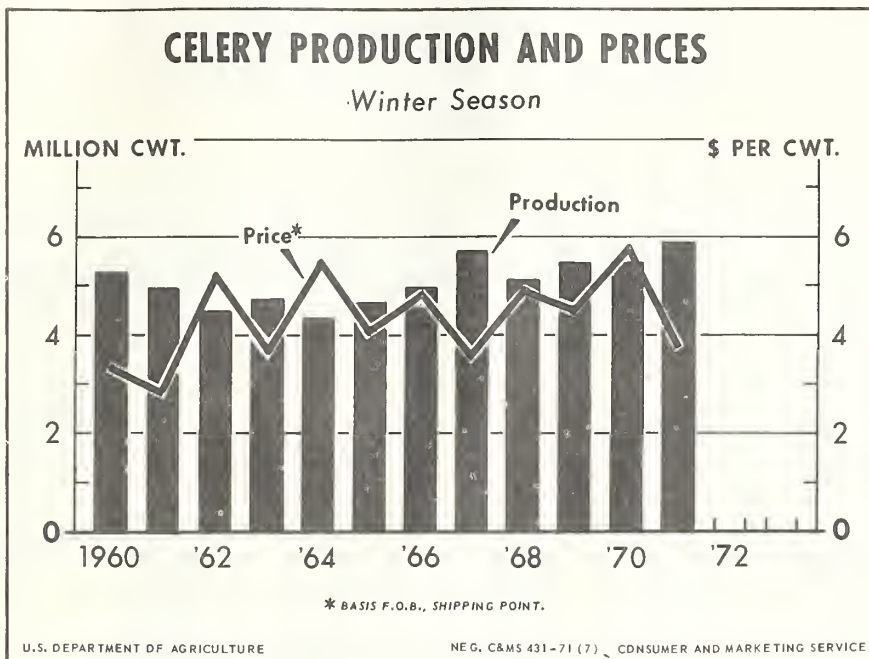


Figure 11

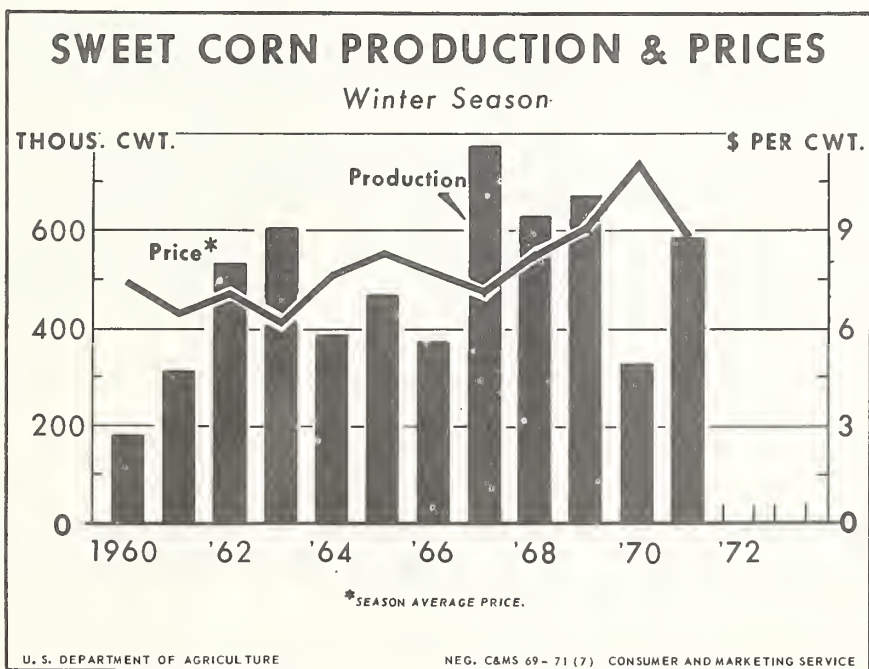


Figure 12

1972 Acreage-Marketing Guides  
Winter Vegetables for Fresh Market

Escarole

(Florida)

Year	Acreage		Yield			Price	Value
	Planted	For harvest	per acre	Production			
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per cwt.)		(\$1,000)
<u>1972 Acreage Guide and probable production</u> (planted acreage 5 percent more than in 1971)							
	7,800		<u>1</u> / 122	837			
<u>Background statistics</u>							
1971	7,400	6,800	125	850	10.20		8,670
1970	8,100	6,600	120	792	6.89		5,457
1969	8,000	7,300	110	803	7.34		5,894
1968	6,600	5,600	135	<u>2</u> / 756	7.70		5,821
1967	7,500	7,000	110	770	5.40		4,158

1/ 1970-71 average yield.

2/ Excludes 40,000 cwt. not harvested or not marketed because of economic conditions.

Comments

The 1971 winter production was record high (Figure 13) although freezes and winds limited Florida output other than in the Lake Okeechobee area.

Shipments peaked in the first half of January. Following the freeze, movement declined and volume was moderate during February and March.

Early winter price levels were quite low, but sharp advances were recorded by mid-March. Shipping point prices for 1 1/9 bushel units ranged mostly from \$1.25 to 4.00. The 1971 crop value was a record.

In 1972, the production from a moderately larger acreage should be adequate for market needs.

1972 Guide

The 1972 guide is a planted acreage 5 percent more than in 1971. Such an acreage, with normal abandonment and a 1970-71 average yield will result in a production slightly less than in 1971.

1972 Acreage-Marketing Guides  
Winter Vegetables for Fresh Market

Lettuce

(Arizona, California, Florida and Texas)

Year	: <u>Acreage</u> :	Yield	:	:	:	:
	: <u>Planted</u> :	<u>For harvest</u> :	<u>per acre</u> :	<u>Production</u> :	<u>Price</u> :	<u>Value</u>
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
<u>1972 Acreage Guide and probable production</u>						
(planted acreage equal to 1971)	78,500	1/ 178	13,477			
<u>Background statistics</u>						
1971	78,500	75,900	187	14,164	5.37	76,113
1970	86,100	81,500	173	14,065	4.40	61,826
1969	84,300	77,700	170	13,221	5.78	76,366
1968	71,700	70,200	174	12,240	4.75	58,181
1967	78,300	75,800	172	13,005	3.64	47,287

1/ 1968-71 average yields by States.

Comments

Production of 1971 winter lettuce in Arizona and California combined was slightly less than in 1970. A reduction in western acreage was about offset by a record average yield. Details on the winter crop are shown in Figures 14 and 15.

Shipments of fall-crop lettuce from the central district of Arizona continued relatively heavy into early December. By that time, supplies from the Yuma district were quite heavy and continued so until mid-January. Initial movement from California's Imperial Valley started in late November. Thereafter, shipments trended upward and averaged approximately 1,000 carlots weekly during January, and 1,500 during February; and then declined seasonally in March. Prices for western lettuce, as is usual, ranged widely during the season, but averaged well above the relatively low level recorded in 1970. A delay in harvest of early spring lettuce resulted in a strong tone in late winter prices.

The South Texas crop was large. Most of the supply was marketed during January and February with light supplies moving in December and March. Grower prices averaged considerably above 1970.

In Florida, light supplies of Romaine, Bibb, leaf, Boston, and Iceberg lettuce returned a high average price.

Competition from early spring marketings may be more intense in 1972. Therefore, the expected production from an equal acreage in 1972 would bring the crop in better balance with market needs.

1972 Guide

The 1972 guide is a planted acreage equal to 1971. Such an acreage, with normal abandonment and 1968-71 average yields by States, will result in a production 5 percent less than in 1971.

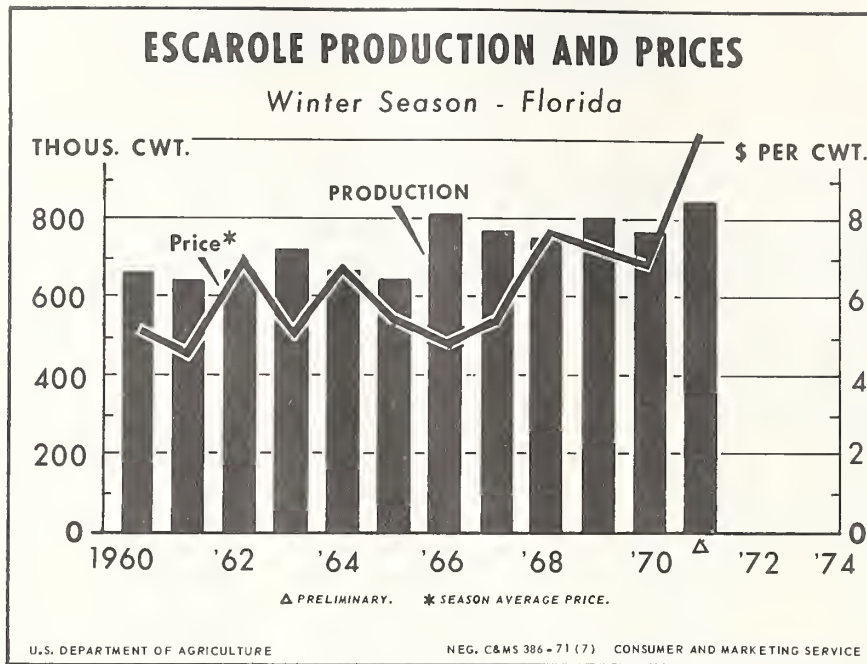


Figure 13

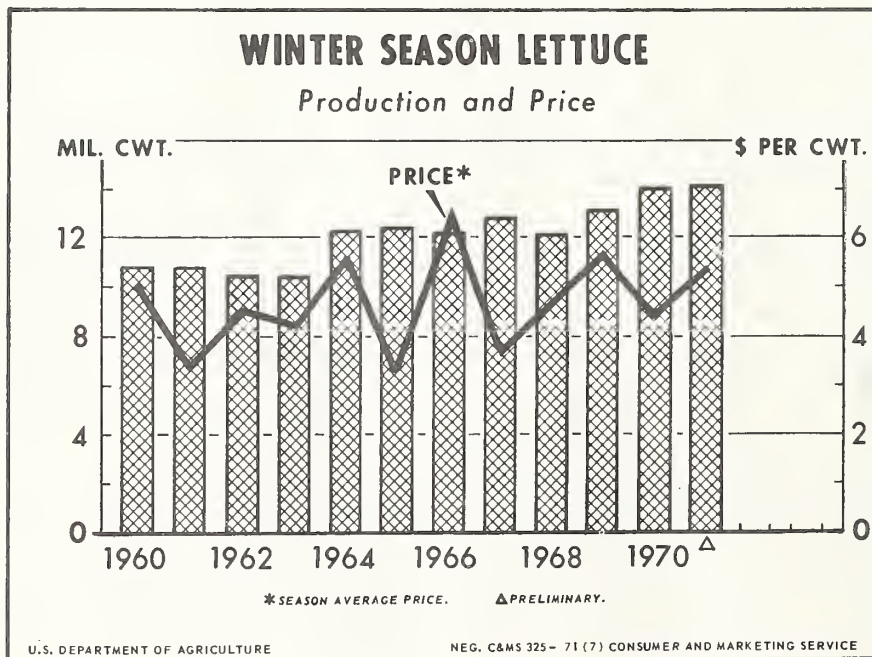


Figure 14



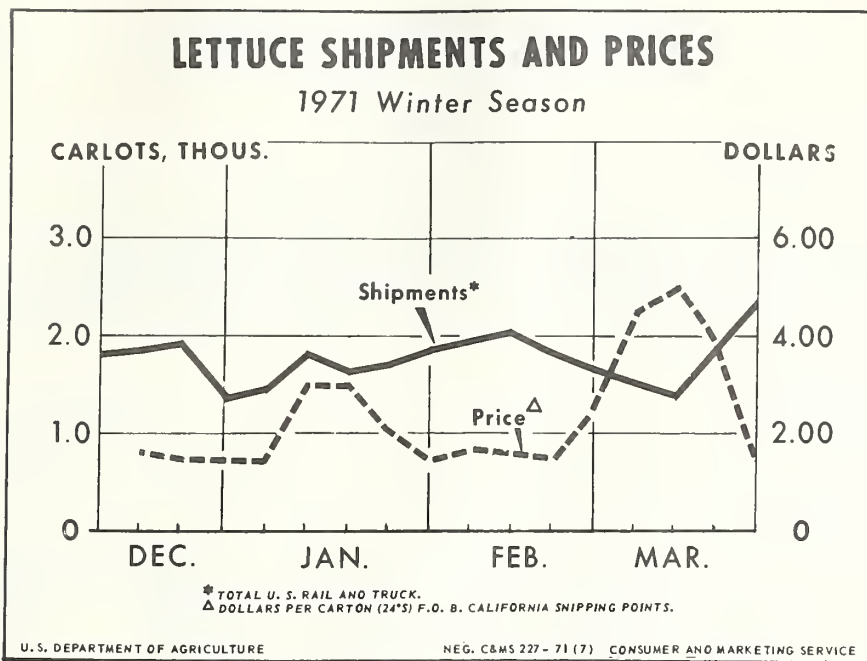


Figure 15

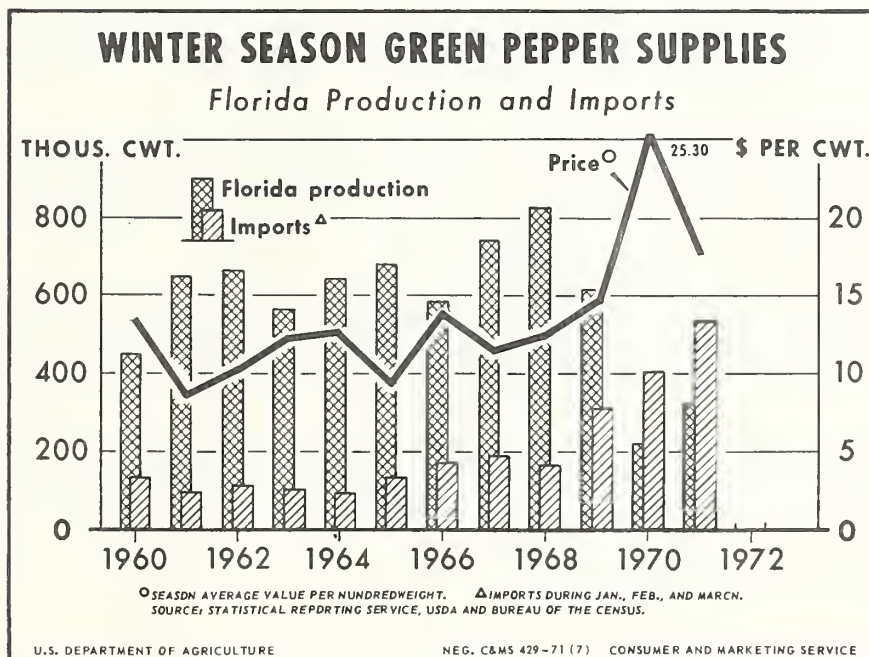


Figure 16

1972 Acreage-Marketing Guides  
Winter Vegetables for Fresh Market

Green Peppers

(Florida)

Year	: <u>Acreage</u> :	Yield :	:	:	:	:
	: <u>Planted</u> :	<u>For harvest</u> :	<u>per acre</u> :	<u>Production</u> :	<u>Price</u> :	<u>Value</u>
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1972 Acreage Guide and  
probable production

(planted acreage 5 per-  
cent more than in 1971)

5,000                      1/ 93                      423

Background statistics

1971	4,800	4,300	75	323	17.80	5,749
1970	4,400	3,300	68	224	25.30	5,667
1969	7,000	6,500	95	618	14.70	9,080
1968	7,100	6,900	120	828	12.50	10,376
1967	7,200	7,100	105	746	11.50	8,547

1/ 1967-71 average yield.

Comments

Green pepper plantings in Florida in the 1971 season exceeded those of a year earlier by 10 percent. But adverse weather in late January and early February prevented the crop from reaching full potential. Although substantially more than the short 1970 total, production was much less than had been expected early in the season.

Florida shipments were active in early January. The Pompano area was the main supply source and additional volume developed in the Ft. Myers area. Following the January freeze, weekly shipments declined sharply and continued low through February and most of March.

Total import volume during the 1971 winter was up a third compared with 1970 to a new record high (Figure 16). Mexico accounted for most of the increase. Also, additional supplies were imported from Dominican Republic and Haiti.

At Florida shipping points, prices were moderate in early January. Despite a sharp advance in late January and further increases in February and March, the season average price was less than in 1970.

In 1972, markets should absorb a winter crop substantially larger than that in 1971, at satisfactory prices.

1972 Guide

The 1972 guide is a planted acreage 5 percent more than in 1971. Such an acreage, with normal abandonment and a 1967-71 average yield, will result in a production 31 percent more than in 1971.

1972 Acreage-Marketing Guides  
Winter Vegetables for Fresh Market

Spinach

(Texas and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1972 Acreage Guide and  
probable production  
(planted acreage  
equal to 1971)

8,500                      1/ 51                      395

Background statistics

1971	8,500	7,800	47	368	14.00	5,164
1970	7,900	7,200	51	368	11.60	4,285
1969	8,400	7,400	50	371	11.30	4,180
1968	6,400	5,900	58	343	12.30	4,205
1967	8,600	7,600	49	372	11.20	4,166

1/ 1968-71 average yield by States.

Comments

Although acreage increases were recorded in both States, yields were down, and total winter spinach production was unchanged from a year earlier.

In California, where December rains slowed harvest, marketings from the south coastal counties moved from December into April. And winter supplies also were available in the San Francisco Bay and Salinas Valley districts. Movement from the Winter Garden and Rio Grande Valley areas of Texas was active from December through mid-March. Dry weather in Texas limited output.

Prices for 1971 crop winter spinach, particularly for California sales, averaged high. A relatively tight supply of canned and frozen spinach plus a late start in the 1971 spring harvest contributed to the strong prices for winter marketings.

In 1972, competing supplies of processed spinach are expected to be moderate. Therefore, the fresh production from an equal acreage should be absorbed by markets.

1972 Guide

The 1972 guide is a planted acreage equal to 1971. Such an acreage, with normal abandonment in Texas, and 1968-71 average yield by States, will result in a production 7 percent more than in 1971.



1972 Acreage-Marketing Guides  
Winter Vegetables for Fresh Market

Tomatoes

(Florida)

Year	: <u>Acreage</u> :	Yield	:	:	:
	: <u>Planted</u> : <u>For harvest</u> :	<u>per acre</u>	: <u>Production</u> :	<u>Price</u>	: <u>Value</u>
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per	(\$1,000)

1972 Acreage Guide and  
probable production

(planted acreage 20 per-  
cent more than in 1971)

12,600                      1/ 163                      1,972

Background statistics

1971	10,500	10,000	170	1,700	16.80	28,560
1970	12,100	11,400	120	1,368	12.00	16,416
1969	15,000	14,500	155	2,248	11.60	26,077
1968	13,100	13,000	180	2,340	14.20	33,228
1967	15,400	14,900	190	2,831	9.40	26,611

1/ 1967-71 average yield.

Comments

Florida winter tomato production in 1971 was up sharply from the previous season when a freeze damaged much of the crop. The 1971 output, however, except for that in 1970, was the smallest since 1960. Freezing weather in January 1971 had an adverse effect on 1971 harvesting and marketing schedules.

Florida had moderate supplies early in the winter season, but shipments decreased sharply following the January 20-21 freeze. During the first two weeks of February, additional cold spells further retarded crop development. As a result, shipments held at low levels from late February into mid-April.

Shipping point prices for Florida mature green and vine ripe tomatoes ranged widely, in direct response to changes in volume. The 1971 crop value totaled much higher than in 1970 as a result of increases in both volume sold and unit price.

Fresh tomato imports from Mexico from December 1970 through March 1971 amounted to 297 million pounds compared with 324 million pounds during the like period a year earlier. Adverse weather in Mexico reduced the volume available for export. Winter season details are shown in Figures 17, 18, and 19.

Assuming normal harvest schedules in 1972, markets could absorb a larger volume than was produced in 1971. Therefore, a 20 percent increase in acreage is recommended, although the guide of 12,600 acres is modest compared with the total acreage planted in the mid-1960's.

1972 Guide

The 1972 guide is a planted acreage 20 percent more than in 1971. Such an acreage, with normal abandonment and a 1967-71 average yield, will result in a production 16 percent more than in 1971.

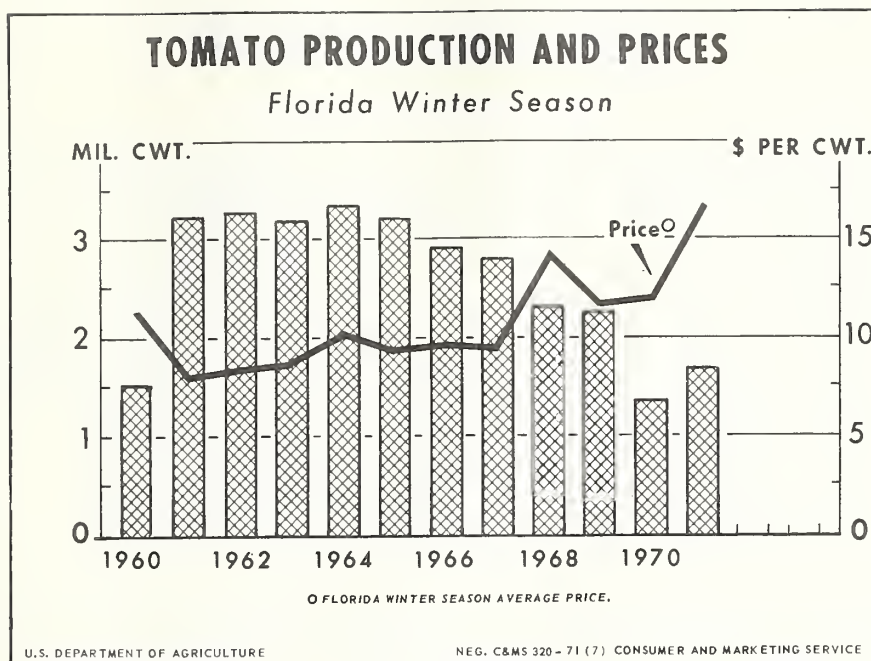


Figure 16

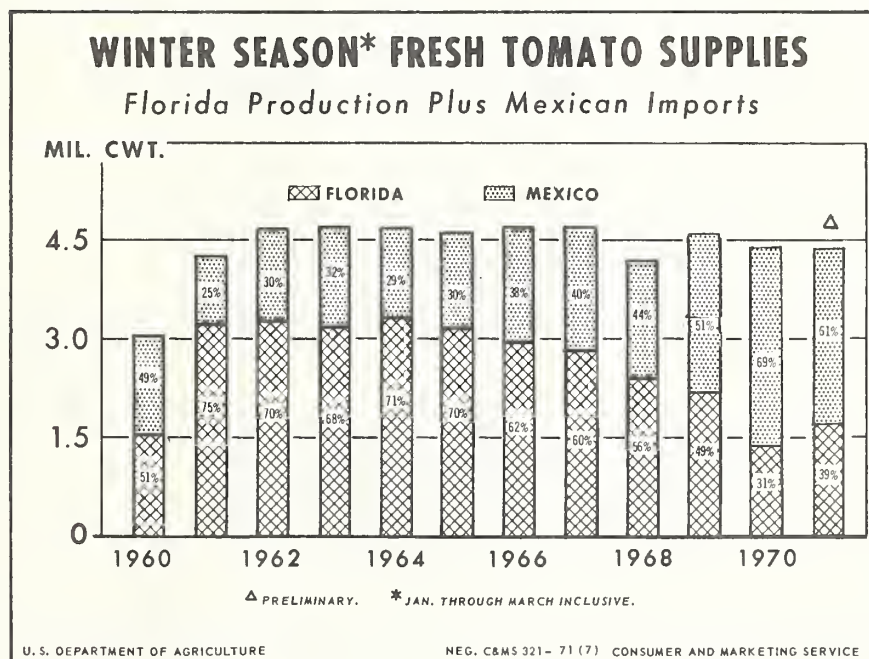


Figure 17

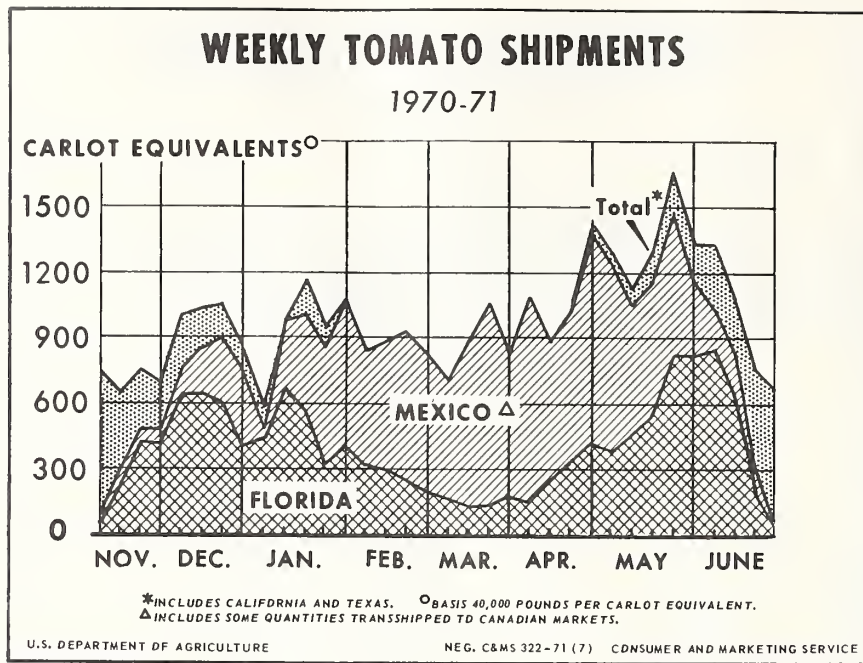


Figure 18

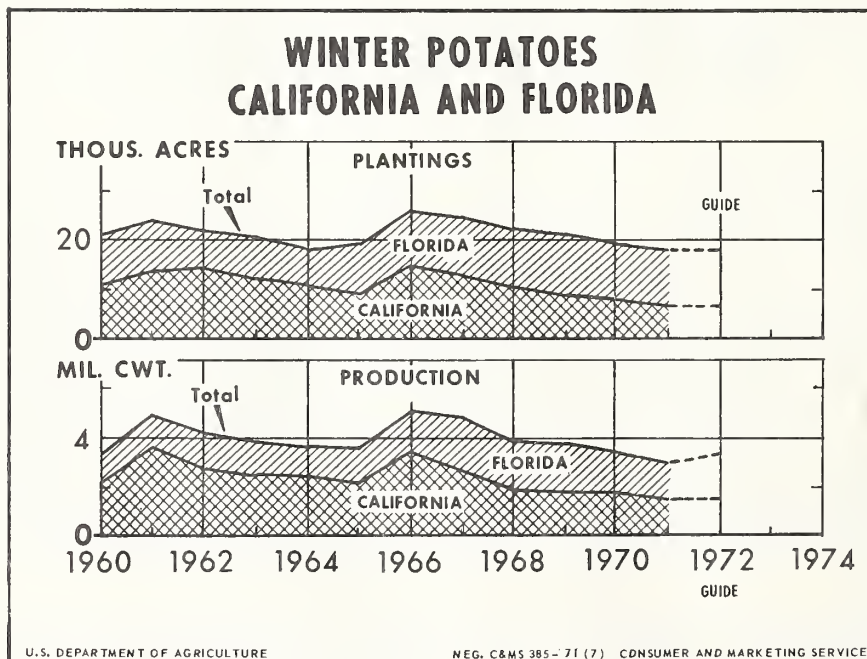


Figure 19



# 1972 Acreage-Marketing Guides

## Winter Potatoes

(California and Florida)

Year	: <u>Acreage</u> :	Yield	:	:	: Value of
	: <u>Planted; For harvest</u> :	per acre	: Production:	Price	: sales
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1972 Acreage Guide and  
probable production  
(planted acreage  
equal to 1971)

California	7,100	7,100	<u>1/</u> 225	1,598	
Florida	<u>10,900</u>	<u>10,355</u>	<u>1/</u> 169	<u>1,750</u>	
Total	18,000	17,455		3,348	

### Background statistics - Total

1971	18,000	18,000	172	3,088	N.A.	N.A.
1970	19,500	18,800	191	3,582	3.92	13,664
1969	21,000	19,800	193	3,828	3.39	12,666
1968	22,200	21,900	177	3,885	3.23	12,241

### California

1971	7,100	7,100	220	1,562	<u>2/</u> 2.91	N.A.
1970	8,500	8,500	230	1,955	2.97	5,542
1969	8,800	8,800	210	1,848	2.93	5,169
1968	10,500	10,500	180	1,890	2.49	4,492

### Florida

1971	10,900	10,900	140	1,526	<u>3/</u> 4.35	N.A.
1970	11,000	10,300	158	1,627	5.02	8,122
1969	12,200	11,000	180	1,980	3.80	7,497
1968	11,700	11,400	175	1,995	3.90	7,749

Note: 1971 data are preliminary.

N.A. - Not available.

1/ Average of the 2 highest yields in 3 recent crop years.

2/ Estimated.

3/ Average for March.

### Comments

Winter potato production has shown successive annual declines since 1966. The 1971 output was 14 percent less than in 1970, and almost 40 percent less than in 1966. The reduction has been concentrated in California where plantings have shown a sharp downtrend. Also, the reduction in winter production has coincided with the long-term expansion in holdings of both fall storage potatoes and frozen french fried potatoes.

Harvesting of the California crop, the bulk of which consists of long whites, began in December and was completed in April 1971. In the San Joaquin

Valley and in Riverside County, early season movement was slowed by wet fields. Shipping point prices declined through early winter but recovered in late winter.

In Florida, dry, cold weather resulted in a relatively low yield per acre. A light volume was available in Florida through February. As usual, most of the crop was marketed during March, although a substantial portion of the Dade County crop was sold after April 1. As a result of the moderate winter volume and the delay in spring harvest, the Florida winter potato price averaged at a high level.

Next winter, competing supplies of storage potatoes, particularly in the West, may be somewhat smaller than the record quantity reported last winter. At the same time, the inventory of frozen potatoes is expected to be high. Therefore, in 1972 the production from an equal acreage of winter potatoes should be adequate for market needs. (Winter potato levels are shown in Figure 19.)

#### 1972 Guide

The 1972 winter potato guide is a planted acreage in California and Florida equal to 1971. Such an acreage, with normal abandonment in Florida and average yield by States, will result in a total production 8 percent more than in 1971.





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